

# STRANDS SUCCEEDS KIT

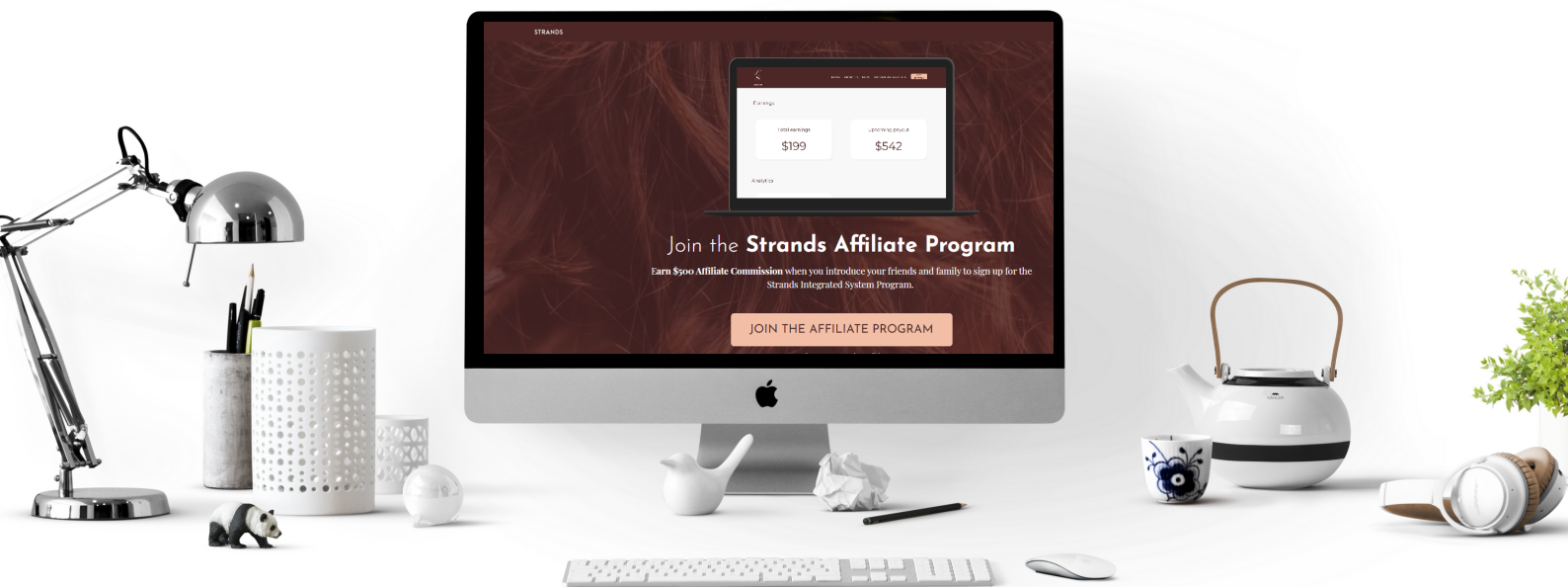


# STRANDS AFFILIATE PROGRAM



Join the Strands Affiliate Program

Earn \$500 Affiliate Commission when you introduce your friends and family to sign up for the Strands Integrated System (SIS) Program.



WELCOME TO STRAND AFFILIATE PROGRAM



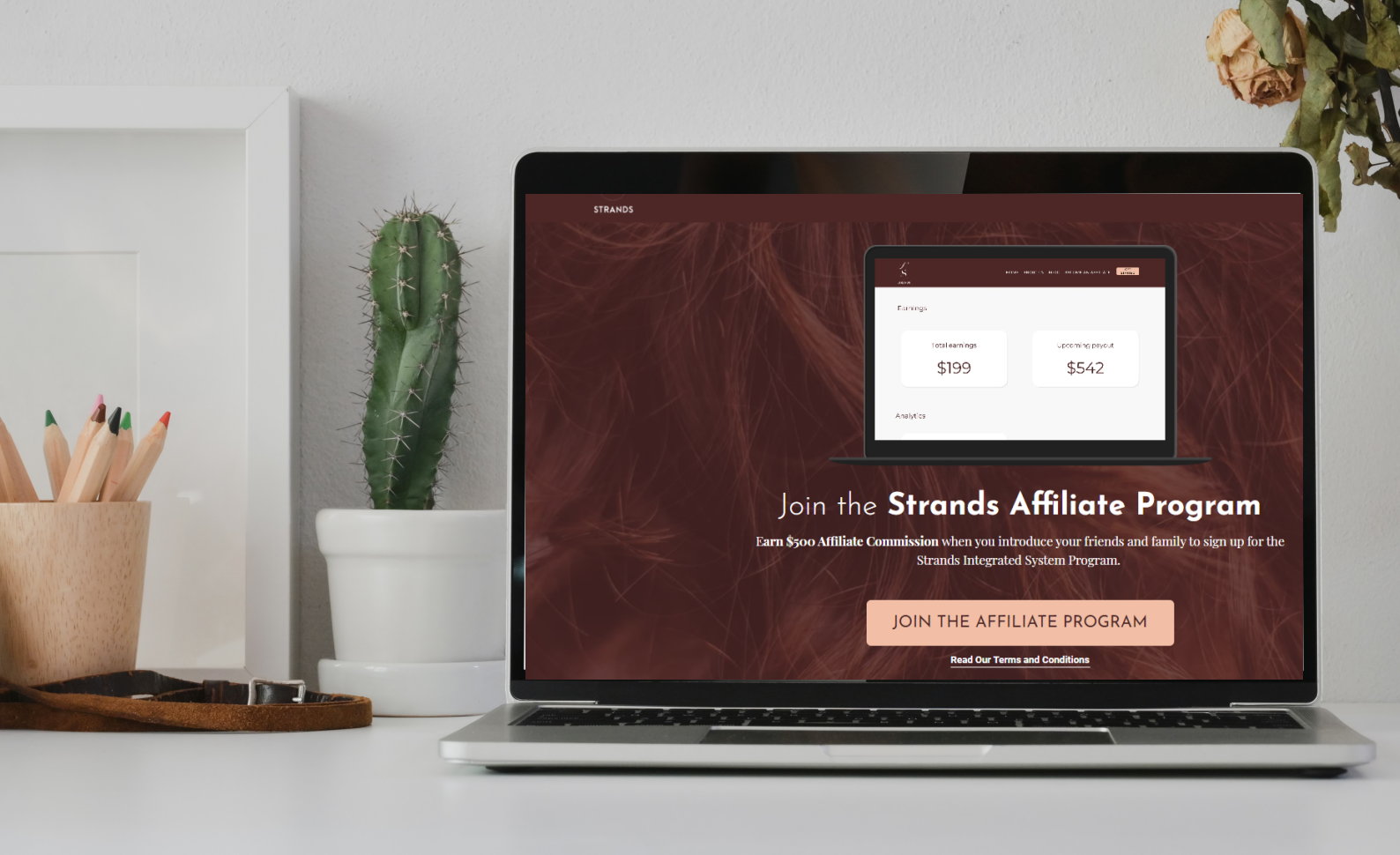
## **Strands Affiliate Success Kit**

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**LET'S GET STARTED**

# Affiliate Best Practices

We want to help you succeed as a Strands affiliate because when you win, we win too! Below are proven strategies that are helping our highest referrers to bring in the big bucks and generate passive income for their businesses.



## Success Blueprint

We understand that you simply want to create a means of passive income selling something you believe in.

That's why we have created this Affiliate Success Blueprint. The blueprint will give you access to a roadmap that you can adapt to consistently discover and convert clients for the program and watch your earnings rise.



# How to Join the Strands Affiliate Program

- **Step 1:** Visit our Website  
*["getstrands.thepinnaclehq.com"](https://getstrands.thepinnaclehq.com)*
- **Step 2:** Click on **Become an Affiliate**
- **Step 3:** Click on **Join the Affiliate Program** button
- **Step 4:** Click on the **Free Sign Up** button
- **Step 5:** Fill up the form with your details accurately, & click **Create a Free Account**

Finally, Wait for approval from us

**NOTE:** Ensure you read the Affiliate Terms & Conditions



Once your Affiliate Link is approved, you may advertise your affiliate link using graphics and text links online.

You may use graphics and texts provided to you by us or create your own as long as it is appropriate. You cannot use your own link to make purchases. You cannot knowingly allow others to repeatedly use your affiliate link to earn commission.

# Affiliate Commissions

As an affiliate, you get access to a very attractive profit whenever anyone signs up for the program using your link



We provide you with a resourceful tool  
**"The Ultimate Hair Business Checklist"**  
This Checklist Entails Everything You Need to  
Get Your Hair Extension Business Started



- Log on to our website  
***"getstrands.thepinnaclehq.com"***
- Scroll to the footer of the Home Webpage
- Click on Resources.
- In the new window click on "Download the Ultimate Hair Business Checklist"
- Fill in your name and email address, then click on "Send My Copy Now Please"



SIS stands for the Strands Integrated System. This is an ALL- IN- ONE integrated solution for hair extensions business owners. This hair extension digital business system allows you to start a scalable hair extension business in as little as 30 days. We hold your hands and show you the ropes so you can win in the hair game - right from the get go.

Starting a Profitable hair business can be a hassle, but through the SIS program, it is simplified and made easy for you.

# HOW THE STRANDS INTEGRATED SYSTEM (SIS) WORKS

**Step 1:** You sign up today

**Step 2:** You gain instant access to the education portal that gives you access to the course

**Step 3:** A customer places an order on your fully integrated website and pays you the retail price.

**Step 4:** Our system captures the order and notes the wholesale pricing.

**Step 5:** We pack and ship directly to your customer with your customized logo and label.

**Step 6:** Your excited customer receives the hair in less than a week

**Step 7:** Rinse and repeat from *step 5*

Watch your bank account balance begin to rise to the moon

## With SIS

you have the better way - The SIS Way on lockdown. You wake up at sunrise to see profits from sales that you don't have to struggle to get. As against the hard/regular way of searching for vendors or buy a list, test hair & pay for samples all the time, suffer a few losses, watch your customer base rise and decline, join the Instagram rat race et al.

Also, a website done for you, access to verified hair vendors, experts who are invested in your success, 8-part module course to help you win in the hair business from start without hassle and most of the work done for you.

Never have a worry about logistics, tech or quality of your hair. Simply get the clients and leave the rest to us.

## Here are some ways to make the most of your Strands referral link.

### 1. Add your referral link to your emails

You're already designing stunning emails—and your audience sees it. The easiest way to implement your referral link passively is to add a small line of copy to the bottom of your emails with something like:

- *Curious how I'm making passive income? Meet Strands*
- *Ready to increase your earnings? See what I'm doing!*
- *You may be wondering about my other streams of income... look no further!*



2. Create an informational blog post to direct your audience to.

**Informative or educational post:** Many of the top performing affiliate posts either inform people about the platform or educate them on how to use it. Some examples include:

➤ [\*Download the Ultimate Hair Business Checklist\*](#)

**Comparative post:** If you've recently started partnering with Strands from another platform (or you're familiar with competitive platforms), consider doing a comparative post that showcases the differences between the two options and why you chose Strands. An example of a topic could be:

➤ [\*Strands Integrated System vs. Lady Boss\*](#)

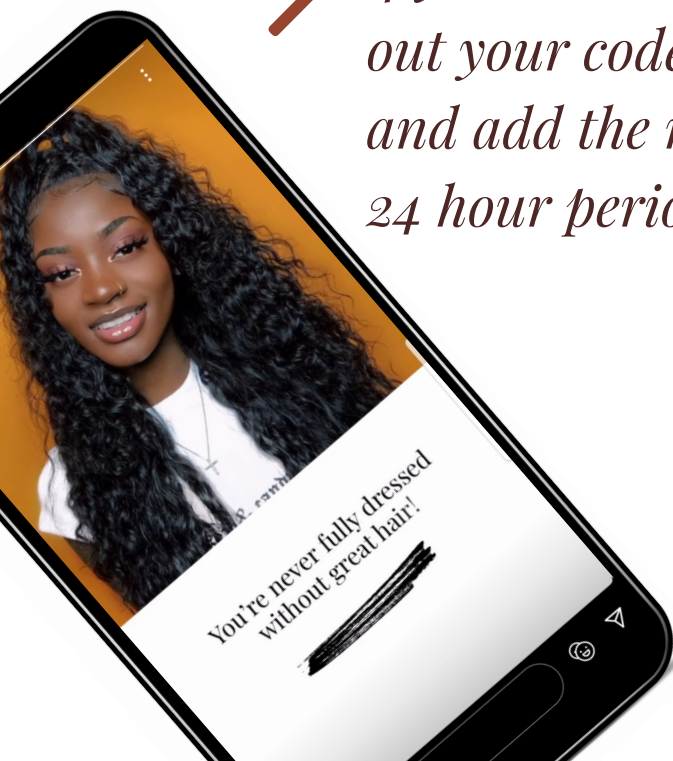
**Roundup post:** Create a roundup of your favorite marketing or small business tools that business owners should invest in. Here are some tips from top affiliates on roundups:

- *Choose an odd number of tools to feature (we recommend 5), make any affiliate links bold to make them easily identifiable, and pin this post to the top of your blog to keep it top of mind.*
- *Be sure to use affiliate and referral links for all the tools you feature to increase your revenue earning potential.*
- *Hop on Instagram Stories and do a quick roundup of tools that you're using and loving. Make sure to tag @getstrands (as well as any other brands you highlight) to increase the chance of getting your content reposted and in front of even more people.*

### 3. Share on social media

Our favorite channel? Instagram Stories. Here are a few tips on how to generate referrals via IG Stories.

- *Share about how you're using Strands, what you love about the platform, and give your audience a peek at your upcoming email newsletters. People love to see behind the scenes, so pull back the curtain and give them a look at your process.*
- *If you have the swipe up feature: link directly to your Strands Affiliate link.*
- *If you don't have the swipe up feature: write out your code on the story image or video and add the referral link to your bio for the 24 hour period the story is live.*

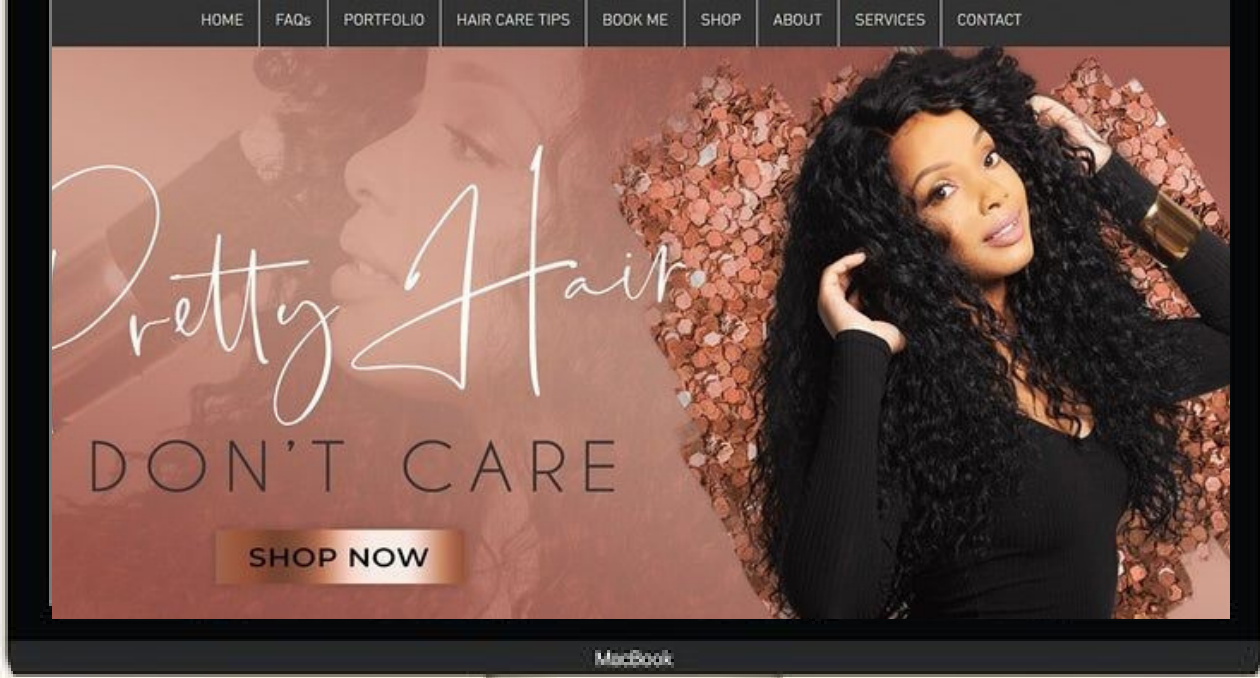


# Now, let's talk about blog content that converts

Include keywords in your titles and copy to rank higher in searches:

- *Titles performing well include Strands and keywords like: hair business, hair, hair extensions, and competitors' names*
- *Competitor's Name vs. Strands: Why I Changed Affiliate Marketing*
- *Strands: the Best Platform for Hair Affiliate Marketing*





## Important to note for affiliate blog posts:

Always disclose your use of affiliate links.  
Need help with your wording? Customize the  
disclosure below:

**Disclosure:** Some of the links in this post are  
affiliate links and if you go through them to  
make a purchase I will earn a commission.

Keep in mind that I only share about  
companies that I truly believe in.

# Finally, let's talk about leveraging Facebook groups.

Curious about a quick way to earn affiliate income and share about Strands with people actively seeking a better affiliate marketing platform? We've got you covered.

## 1. Go to industry-related FB Groups

- *Think about groups you are already in that serve small business owners, freelancers, bloggers, influencers, direct sales, and other entrepreneurial industries*
- *Need help finding those groups? Search for the hair industry type in Facebook's search bar and select by groups*



2. Once inside of a Facebook group, use the search bar to search for specific keyword terms relevant to Strands.

Search terms may include: hair, hair marketing, or even Strands' competitor's names (to find conversations where people are comparing options)

3. After submitting a search term, filter results to showcase the most relevant posts.

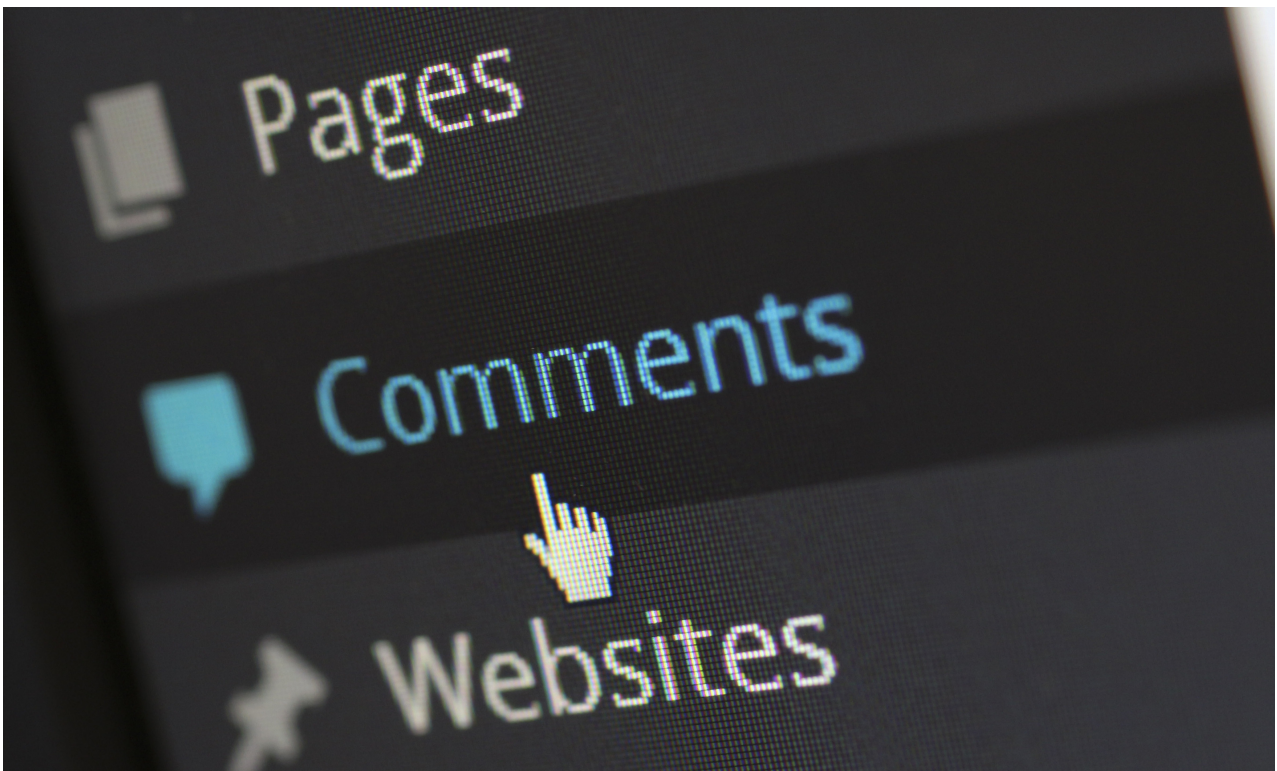
We recommend: toggling “SORT BY” from top posts to most recent. This will list posts in chronological order so that you can see active conversations.

4. Search results to find threads where you can organically share about Strands.



## 5. Write a comment

**We recommend:** writing a comment directing the original poster towards either: a) content that you've created on your blog or YouTube channel about Strands' homepage using your unique referral link



- *Remember to disclose your affiliate link and abide by the group rules. Some groups do not allow direct posting of affiliate links, but you are allowed to post links to informational blog posts on software that may house those links.*



## Here are some sample replies:

Hey @JaneDoe! I highly recommend Strands for affiliate marketing. I started partnering with Strands and it has been a game changer for my finance. My favorite thing about the platform is how wholesome the packages offered are. I shared about this on my blog, here: \_\_\_\_\_

My favorite affiliate marketing platform is Strands, @JaneDoe. You get an all-in-one business and learning platform to be a hair entrepreneur with my affiliate link here: \_\_\_\_\_ Let me know if you have any questions!

**LET'S GET STARTED**

## Tools for Your Toolkit

Not sure what to post? We've got you covered. Simply copy, paste, + tweak the messaging below to tell your audience what you're loving about Strands.

# Why Strands?

*What makes us different and why do our members love us? Copy, paste, and customize as needed!*

- ↳ **All-in-one business and learning platform for hair extension entrepreneurs:** you learn and earn at the same time, amazing right?!
- ↳ **Access to the best:** you have access to the highest quality products and trusted vendors and suppliers.
- ↳ **Connection to a verified source:** Direct link to a Turnkey hair company that will pack and dropship your orders.
- ↳ **Exclusive Community:** For like minded entrepreneurs like you to share and grow with.



- ↳ **Strategic guidance:** You don't walk this walk alone. Strands have got you covered with guidance from industry leaders.
- ↳ **Start strong:** You start selling online quickly, efficiently, and cost-effectively.
- ↳ **Streamlined e-commerce platform:** to learn, develop, launch and manage your brand.

## ***Swipe copy for social media***

↳ Starting your hair business has now been made the easiest thing ever, thanks to Strands. Check this. [ link to content ]

↳ Starting the hair business is not as glam as they make it look on the internet #hairbossIt does take a lot of hard and sometimes frustrating work! But what if you got access to a system that takes away all the long work and excruciating process and gives you a chance to get to your business goals faster and without the tears [ link to content ]

↳ It's official. I said goodbye to struggling to be a hair entrepreneur and hello to Strands. Want to know how? [ link to content ]

↳ You have \_\_ days left in this year to set your business up for success. Let me show you how.

↳ Ready to finally focus on promoting your business while the tech, logistics and sourcing is taken care of for you by Strands? It has been a total game changer for me. Learn here.

# BEFORE WE WRAP UP

## Your media toolkit

We've created a collection of stunning promotional images in various formats that you're welcome to use on blog posts, social media, emails, and any other digital or print content you'd like to create.

[DOWNLOAD HERE](#)



STRANDS

THANK YOU  
FOR BEING AMAZING

We hope these tools will help you  
continue

to build on your affiliate strategy and  
leverage this high converting channel to  
grow your business with passive income.

We're rooting for you,

*Esosa + Joyce*